

Statement of Work on Marketing Requirements for 3rd Annual Maritime Administration Short Sea Shipping Conference

The Maritime Administration (MARAD) requires professional marketing services to locate and secure sponsors for the 3rd Short Sea Shipping Conference scheduled for the Hilton New York Hotel October 13-15, 2004. Specifically, MARAD requires.

Responsibilities of Conference marketing Awardee

1. Awardee will raise sponsorships to be used toward expenses of the 3rd Annual Short Sea Shipping Conference. The target goal is \$50,000.
2. Awardee will exercise its professional expertise and draw on their experience to contact leads provided by the Maritime Administration and awardee's sources and contacts in order to secure sponsorships.
3. All sponsorships will be deposited to accounts directed by Maritime Administration. Such accounts may be International Events, Inc., Hilton Hotel, or Awardee's account as mutually agreed upon between Awardee and Maritime Administration. If money is deposited in Awardee's account, Awardee will provide a full accounting and directly release funds immediately and as directed by Maritime Administration.
4. Daily status reports shall be provided via e-mail to Keith Lesnick at Keith.Lesnick@marad.dot.gov detailing:
 - specific contracts made
 - sponsorship commitments received
 - funds pledged
 - funds received

This is a time and materials contract in which the Awardee will invoice the Maritime Administration at the rate of \$150 per hour of marketing consultant work. Additionally, travel and support materials may also be charged as long as the total amount does not exceed \$10,000.